THE TREATMENT OF IMPOTENCE

MIDDLESEX SEX HORMONES

●

A SERIES OF HORMONAL PREPARATIONS OF HIGH ŒSTROGENIC POTENCY PRESENTED IN TABLET FORM FOR ORAL ADMINISTRATION IN THE TREATMENT OF **LOSS** OF **VIRILITY** IN MIDDLE AND LATER LIFE

TO PHARMACISTS ONLY

THE MIDDLESEX LABORATORY OF GLANDULAR RESEARCH Ltd.

THE MIDDLESEX LABORATORY OF GLANDULAR RESEARCH LTD.

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SPECIALISED RESEARCH

THE MIDDLESEX LABORATORY OF GLANDULAR RESEARCH LTD. has for some years treated with success the problem of impotence in its various forms. Records kept of over 64,000 cases and reports from patients or their medical advisors have given a great deal of specialised knowledge of this subject.

This knowledge derived from actual clinical experience is passed on in the preparations described in this leaflet.

The research work carried out here in collaboration with consultant endocrinologists and sexuologists has resulted in a series of enterically-coated tablets for oral administration of therapeutical activity never attained before and based on recently acquired knowledge of the chemical structure and physiological action of the separate sex hormones and linked stimuli involving the several distinct organs which participate in different ways in the activity of the reproductive system and fulfilment of its functions.

DEFINITION

With fresh and extremely active polytropic sex hormones are associated the auxiliary sex gland secretions fortified with phospho- and ferri-lipoids, etc., activated with polymetallic colloidal electrolytes to provide a biochemical formula which stimulates and restores every sexual function without the aid of toxic alkaloids.

The essential inorganic minerals are prepared in readily assimilable forms supplying ideal stimulants of metabolism. Rate of absorption is hastened by the presence of polymetallic colloidal elements which act as catalysts or activators to the whole formula.

ADVANTAGES

The tablets are enterically coated for oral administration and quite unaffected in the digestive tract.
Potent hormonic content of standardised equivalence.
All are issued in two potencies to enable graduated treatment.
Every contributing factor of reproductive power is regenerated.

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PAM: WJ 700 - 193* - M62t

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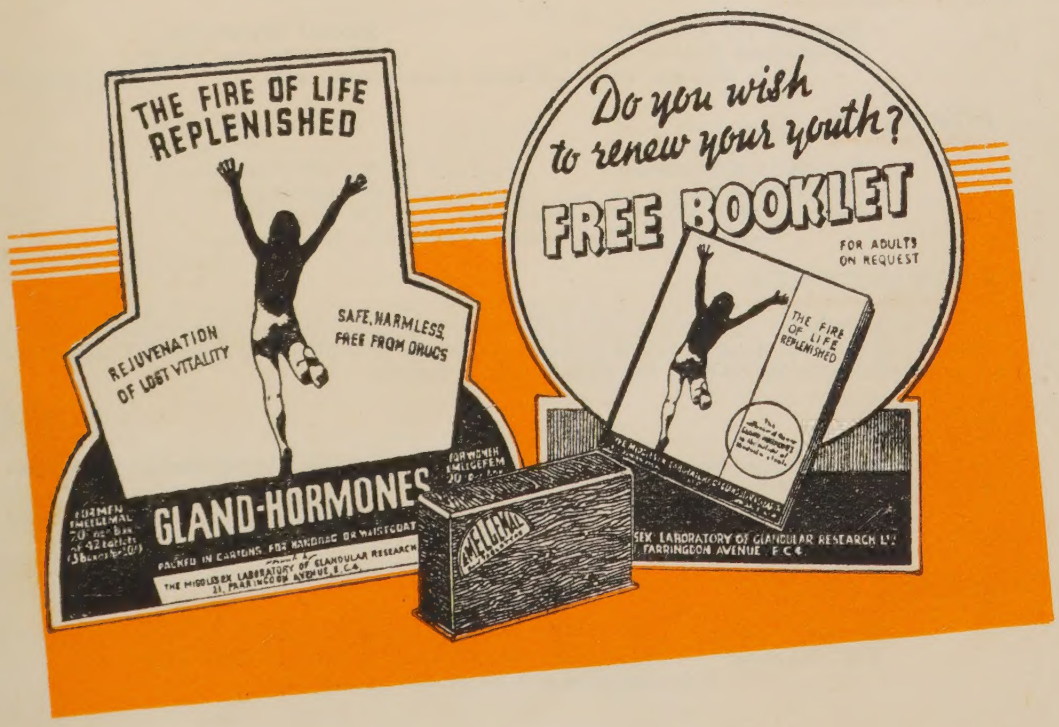
SPECIAL BONUS TERMS

are offered to all who buy direct and give Window Display. Striking Display Material supplied free of charge.

Each sale of these products brings a **minimum** nett profit of 5/- per sale. Once a sale is made the customer will come back repeatedly for further supplies for the results of these treatments are progressive and cumulative. Each customer consumes on an average 5 boxes which represents **at least** 25/- profit. Window Display Terms of course vastly increase this.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"EMELGEMAL" BRAND TABLETS FOR MEN

In Emelgemal is combined the male sexual hormones in association with the auxiliary sex gland secretions (prostatic, parathormone, etc.), fortified with phospho- and ferri-lipoids and polymetallic colloidal electrolytes forming a highly successful formula acting polytropically on all the separate sexual functions, restoring erectile power and youthful virility without the aid of toxic irritants of the Yohimbine or Strychnine groups.

INDICATIONS

Impotencia Erectiva. **Sexual Disability.**
Functional Dyshormonia. **Climaterium Virile.**
Sexual Neurasthenic Conditions, etc.

FORMULA

Prostatic Autocoids. **Parathormone.**
Calcilipoid. **Phospholipoid.**
Polymetallic Colloidal Catalysts. **Ferrilipoid.**
Mammalian (Iodinated) Testicular Hormones.

POLYVALENCE

The generative organs are not only stimulated into œstrogenic activity by direct influence on gonadal tissue, but the auxiliary sex glands (debilitated in cycle with the partial or complete loss of function of the gonads) are revitalised.

DOSAGE

One or two are swallowed thrice daily between meals until complete and permanent restoration is attained.

This formula forms an extremely useful adjunct to PREJACRIN where Ejaculatio Præcox is associated and may be administered at the same time.

RETAIL PRICES

Normal Potency ... ... 20/- per 42 Tablettæ Package (3 for 50/-)
High Potency ... ... 30/- per 42 Tablettæ Package (3 for 80/-)
(For complete and long-standing cases)

TRADE

"EMELGEFEM"
BRAND
TABLETS FOR WOMEN

A similar formula to the male treatment Emelgemal, incorporating the female sex hormones and auxiliary sex gland secretions forming a safe, harmless but powerful uterine stimulant to re-awaken sexinterest and ability to culminate.

INDICATIONS

Ovarian Hypofunction. **Feminine Frigidity.**
Genital Hypoplasia. **Sex Quiescence.**
Inability to reach Orgasm, etc.

FORMULA

Oestrogenic Placental Hormones. **Phospholipoid.**
Mammary (Lactogenic) Hormone. **Ferrilipoid.**
Polymetallic Colloidal Catalysts. **Calcilipoid.**
Sow-ovarian (Iodinated) Sex Hormones.

POLYVALENCE

Not only is ovarian secretion stimulated but the whole of the auxiliary sex glands and generative tract.

DOSAGE

One or two are swallowed thrice daily between meals until complete and permanent restoration is attained.

RETAIL PRICES

Normal Potency ... **20/-** per 42 Tablettæ Package (3 for **50/-**)
High Potency ... **30/-** per 42 Tablettæ Package (3 for **80/-**)
(For extreme cases of passivity)

NT 25%

"PREJACRIN" BRAND TABLETS FOR MEN

A highly successful formula combining prostatic hormones and genital and nervine sedatives for uncontrollable hastiness of the masculine functions which permanently eradicates this disastrous male defect.

INDICATIONS

Premature Insemination. **Ejaculatio Praecox.**
Hyper-sexual Activity.

FORMULA

Mammalian Thymic Antagonistic Hormone. **Prostatic Hormone.**
Bromidic Lipoid. **Renal Autocoids.**
Hydrobromated Protein. **Ortho-bromo-camph.**
Polymetallic Colloid Catalysts. **Phenyl-acetamide.**

Where Impotencia Erectiva accompanies premature ejaculation EMELGEMAL can be advised to be taken in conjunction with great advantage.

DOSAGE

One or two are swallowed thrice daily between meals until complete and permanent restoration is attained.

RETAIL PRICES

Normal Potency ... **20/-** per 42 Tablettæ Package (3 for **50/-**)
High Potency ... **30/-** per 42 Tablettæ Package (3 for **80/-**)
(For severe inability to control)

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"MIDDLESEX" BRAND STERILITY GLAND TABLETS (MALE AND FEMALE)

A proven formula incorporating active Gonadal or Ovarian hormones, anterior hypophysis, lipoid manganese, medulla autocoids, polymetallic colloidal electrolytes, etc. These hormones are an extremely successful treatment for those childless couples who intensely desire parenthood. Where there is doubt as to which of the two is the cause of unfruitfulness *both* should take the respective course simultaneously.

INDICATIONS

Retarded Sex Development.
Gonadal or Ovarian Deficiency.
Barrenness.
Hypogonadism.

FORMULA

Spinal Medulla Autocoids.
Polymetallic Colloidal Activators.
Phospho-lutein (ova).
Vitamin E. (Oil Soluble).
Lactated Calcilipoid
Ferrilipoid.
Manganese Lipoid.
Orchitic Hormone.
Pituitary Hormone.
Pineal Hormone.
Parathormone.

POLYVALENCE

This formula regenerates the seminal vesicles, prostate and urethra in the male, regulates the sex cycle and maintains the accessory sex glands in the fully developed condition in the female.

DOSAGE

One or two swallowed thrice daily between meals. It is important they be taken continuously without any break in the progressive and cumulative effect.

RETAIL PRICES (Male and Female)

Normal Potency ... 20/- per 105 Tablettæ Package (3 for 50/-)
High Potency ... 30/- per 105 Tablettæ Package (3 for 80/-)

TRADE DISCOUNT 25%

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